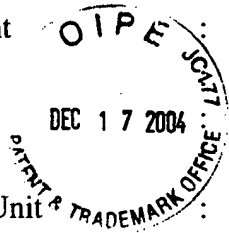


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 09/761,763 Confirmation No.: 5922
Applicant : Kevin M. SULLIVAN
Filed : January 18, 2001
Title : SYSTEM AND METHOD FOR ADMINISTERING A
BROKERAGE REBATE CARD PROGRAM
TC/Art Unit : 3622
Examiner: : Donald CHAMPAGNE
Docket No. : 47004.000086
Customer No. : 21967



REPLY TO FINAL OFFICE ACTION UNDER 37 C.F.R. § 1.114

U.S. Patent and Trademark Office
220 20th Street South
Customer Window, **Mail Stop RCE**
Crystal Plaza Two, Lobby, Room 1B03
Arlington, VA 22202

Dear Sir:

In response to the final Office Action mailed on September 30, 2004, Applicant respectfully requests reconsideration of the rejections of record in view of the following amendments and remarks. Concurrently submitted herewith is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

In sum, claims 1, 2, 9-12, 19, and 20 are currently amended.

Claims 3-8 and 13-18 remain unchanged.

No claims have been added.

Claims 1-20 are currently pending.

Remarks/Arguments begin on page 8 of this paper.